

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL
August 20, 2009 – 9:30–12:30 p.m.**

MINUTES

The twenty-seventh meeting of the Governor's Prevention Advisory Council (GPAC) was convened at 9:30 a.m. on August 20, 2009, at the Department of Alcohol and Drug Programs (ADP). These minutes provide a summary of the discussions and decisions made during the Council meeting.

1. INTRODUCTIONS AND ANNOUNCEMENTS

Renée Zito, ADP's Director and Chair of the GPAC, welcomed Council members and guests. She announced that due to the mandatory Friday furloughs, GPAC meetings have been moved to Thursday. A follow-up email will be sent asking what days the members are available. Members and attendees introduced themselves and provided announcements:

- **Major Jeffery Moore**, Commander, Drug Demand Reduction Team, California National Guard, noted that everything they do in regards to prevention is done in support of on-going activities in other agencies. Three of these agencies, D.A.R.E., the Bureau of Narcotic Enforcement, and California for Drug-Free Youth have asked the National Guard to develop an informational poster campaign focused on prescription and over-the-counter cough medicine abuse. The Guard is interested in collaborating with other agencies and organizations to combat prescription drug abuse. He shared posters and a CD-ROM with the members.
- **Dr. Michele Famula**, University of California, Davis, shared that their office is continuing to collect data for the college's environmental intervention project.
- **Dr. Judy K. Sakaki**, University of California, Office of the President, stated that their office is continuing to work system-wide to address alcohol issues. They submitted a large federal grant application to address these issues.
- **Cielo Avalos**, Department of Mental Health, is interested in gaining insight into prevention/intervention activities through GPAC, and sharing this information with her staff.
- **Lana Fraser**, Department of Rehabilitation, introduced herself.
- **Virginia Clark**, California Conservation Corps (CCC), extended her appreciation on becoming a GPAC member. She informed the attendees that one of the latest projects her office has been working on is applying for and being awarded a VISTA Volunteer position. This individual will

work with county governments to get the CCC more involved in offering AOD services to CCC members throughout California.

- **Jose Phillips**, California Conservation Corps, expressed his appreciation for the opportunity to serve on the Council. He announced that their organization works with more than 1,300 young adults, ages 18-25. He hopes that the partnership with the Council will help initiate ways to help these young people.
- **Jamie Taylor**, Department of Alcoholic Beverage Control, introduced herself.
- **Chris Albrecht**, Department of Alcoholic Beverage Control, shared that their office has just initiated a project relating to possible adjustments to the regulatory requirements for the minor decoy programs.
- **Mary Strode**, STAKE Act Program Coordinator, Tobacco Control Section, Department of Public Health, announced that their department completed their annual youth tobacco purchase survey. They have achieved their lowest rate in history of 8.6 percent of compliance checks in sales to underage youth. This great success is due to the local tobacco retailer licensing program which she will talk more about at the November Council meeting. Michael Cunningham added that a few years back, the rate was 19.3 percent. He thanked those who collaborated on this issue. Ms. Strode also shared that SAMHSA has released a federal report for 2008 that summarizes the achievements of states and territories; California is one of only four states with a special snapshot for best practices. In addition, the California Tobacco Control Program recently released two new funding alerts in the last month. She noted that those interested in this funding may visit their website at www.cdph.ca.gov. The California Tobacco Control Program is planning their 20th anniversary program next spring. Updates will be provided at a later date.
- **Dr. Linda Rudolph**, Department of Public Health, introduced herself.
- **Betsy Sheldon**, California Community Colleges stated that she is currently working on mental health issues related to Community College students. One major update is that the Chancellor's Office has an advisory committee on mental health. On behalf of Jeff Spano, Dean of Student Services, she shared the extent of the budget cuts to the Community College system.
- **Richard Lopes**, Attorney General's Office, talked about the Attorney General's long standing relationship with the National Guard, and encouraged the member agencies to partner with the National Guard on their informational poster campaign.
- **Alan Lieberman**, Attorney General's Office spoke about legislation that moved tobacco under the Food and Drug Administration. This will bring about major changes in tobacco in terms of restrictions in advertising and the kinds of products that companies can distribute for retail sale. Mr. Lieberman went on to talk about Alcoholic Energy Drinks and the AG's efforts to eliminate these products from the market. He spoke of the dangers of these drinks and the high alcohol content. He also asked for members' feedback on this subject.

- **Tom Herman**, California Department of Education, Safe and Healthy Kids Program, shared information about their work with California's 58 counties in regards to school safety, violence prevention, anti-bullying efforts, and prevention of tobacco, alcohol and other drugs. Mr. Herman added that they are facing severe financial cutbacks, due to proposed federal budget changes for Safe and Drug-Free Schools and Communities funding, but are still moving forward with their efforts to the best of their ability.
- **Ryan Stonebraker**, California Highway Patrol, stated that their current prevention programs include "Smart Start" and "Every 15 minutes." Another area of concern for their department is the increase in motorcycle fatalities. They are working strategically toward reducing these fatal collisions as much as possible.
- **Marlena Uhrlik**, California Department of Education, Safe and Healthy Kids Program, shared information about three statewide efforts. The first is prevention of underage drinking; the second is the Student Assistance Program (SAP), which is designed to provide a safety net for students who could be slipping through the cracks; and the third area she is responsible for is character education. She has recently been invited to go to Yale University to work with them on the character education program which will be implemented in 21st Century Schools throughout the United States.

2. OPENING REMARKS

Following introductions, Director Zito announced that California is hosting the 22nd Annual National Prevention Network Research Conference in Anaheim on September 15 – 18, 2009. Conference listings are available in the members' folders.

Next, she shared her experience at the 22nd Annual Stand Down in San Diego. Director Zito also provided an update on the Veteran's Initiative which included completion of the first round of highly successful Trauma Informed Care Regional Trainings and a second round of trainings that will be scheduled for spring 2010, with a focus on veteran's issues and an understanding of the impact of returning home from service.

Director Zito also provided an update on the Prescription Drug Task Force. Joël Phillips is creating a new informational Prescription Drug Misuse/Abuse website that should be completed by October 2009. The website will provide Prescription Drug Misuse facts, strategies and approaches to address the issue. The website will also contain a "What You Can Do" page, additional resources, and web links. Once completed, it will be accessible through My Prevention Community's website and ADP's website. ADP is also collaborating with the Aging Constituent Committee to discuss possible next steps to increase awareness among the elderly, their families, and caregivers about prescription drug misuse and abuse and the associated risks.

Joël Phillips is scheduled to provide a training session on prescription drug misuse at the California Department of Education, County Coordinators' quarterly meeting.

Lastly, Director Zito addressed the importance of collaboration stating that it is essential for the continuation of necessary services during this economic downturn. She attested that the GPAC is designed to strengthen each agency's endeavors.

3. AGENDA MATERIAL REVIEW

The following materials were provided to the Council members:

- An informational flyer on the 22nd Annual National Prevention Network Prevention Research Conference;
- A copy of the presenter's Power Point presentation;
- Recommendations from the 2009 California Prevention Summit;
- An overview of the State Epidemiological Outcomes Workgroup;
- Three handouts regarding CASBIRT:
 - An Overview of Implementation of Brief Intervention in the Secondary School Setting
 - An Overview of California's School Health Centers; and,
 - An article regarding new information on college drinking.
- Two articles from *Join Together* regarding Marijuana legalization; and,
- A *New York Times* article which talks about marijuana as a cause of cancer.

4. PRESENTATIONS

College Prevention Education Forum

Dick Wilson, Ph.D., California Association for Alcohol and Drug Educators

Dr. Dick Wilson of the California Association for Alcohol and Drug Educators presented Saddleback College Model for prevention specialist certifications in alcohol and drug studies. The model has expanded to 40 universities and community colleges in California with an annual enrollment of 10,000 students. He provided an extensive list of accredited community college programs throughout the state.

Next, Dr. Wilson described development of a guideline manual that provides information on courses for the Alcohol and Drug Studies Curriculum. The manual also includes standards for admission and evaluation of students, as well as standards for instructors in the Alcohol and Drug Studies Programs.

Dr. Wilson also spoke about the role of higher education, cost effective education at the community level, and development of bachelor and master degree models.

In addition, he listed upper division and graduate programs at five colleges, most of which are in the Southern California region.

Dr. Michelle Famula commented that they have a paid educator who identifies students experiencing significant problems. The educator is able to work with them one-on-one to keep the student in school, thanks to Dr. Wilson's organization.

California Prevention Collaborative Summit Outcomes

Sharon O'Hara, President, California Prevention Collaborative

Sharon O'Hara of the California Prevention Collaborative (CPC) presented on the outcomes of the 2009 CPC Summit. She began by providing a background of the collaborative to the Council and describing the focus of each day of the Summit.

Ms. O'Hara stated that the recommendations presented at the CPC Summit addressed government agencies at the state and local level, as well as prevention providers and the CPC itself.

The first recommendation was to increase prevention funding by:

- establishing and/or increasing taxes/fees on alcohol; and,
- advocating for and enforcing the use of the Substance Abuse Prevention and Treatment Block Grant for effective prevention programs and strategies.

The second recommendation was to move the prevention system towards effective practices by:

- establishing accountability and monitoring mechanisms that also involve youth to define, promote, and authorize funding for effective and promising practice;
- showing the proper distribution of prevention funds; and,
- modifying efforts of prevention providers to ensure the use of effective prevention strategies.

The third recommendation included bringing new allies and leadership into prevention by:

- strengthening existing partnerships at the state level to include non-traditional partners, such as young people not currently engaged in the alcohol, tobacco, and other drug prevention system;
- improving the effectiveness of these partnerships by focusing on a limited but meaningful set of priorities and activities; and,
- communicating accomplishments of these partnerships to the prevention field.

The final recommendation aims to increase the recognition and value of prevention.

The next steps include developing a communication plan to bring these recommendations to more venues. Ms. O'Hara encouraged interested members to visit the CPC website at www.californiapreventioncollaborative.org or call 415-493-5722.

As a follow-up to Ms. O'Hara's presentation, a Council member asked if there were any issues surrounding veterans. Ms. O'Hara stated that there were many issue-specific prevention items that were topics of discussion on the convening day; however, a strategic decision was made this year to not talk about specific topic issues, but to center the discussions on how to keep prevention strong as a field and how to support problem areas community by community.

5. COUNCIL PROJECTS

Prevention Outcomes

Stephen Bright, Ph.D., Research Scientist, Office of Applied Research and Analysis, California Department of Alcohol and Drug Programs

Dr. Stephen Bright, Research Scientist, Office of Applied Research and Analysis, presented on the current State Epidemiological Outcomes Workgroup (SEOW) project at ADP. Dr. Bright began by discussing the scope of work for the current SEOW project. One of the SEOW's tasks is to produce a profile that summarizes and characterizes consumption patterns and consequences of ATOD use, misuse, and abuse in California.

Dr. Bright went on to explain a data dissemination and sustainability plan. The plan would assess and evaluate progress and document strengths, challenges, and lessons learned from previous years. Dr. Bright also noted that sustainability of the SEOW depended on creating a functioning ATOD monitoring system.

Lastly, Dr. Bright asked the member agencies to identify internal data specialists who could access and discuss their ATOD-related data participate in the SEOW project, and added if there were other issues member agencies felt should be addressed by the SEOW, they should contact him at sbright@adp.ca.gov.

6. COUNCIL WORKGROUPS

Underage Drinking Prevention Workgroup

Jaime Taylor, Alcoholic Beverage Control

Jaime Taylor of the Alcoholic Beverage Control shared the current activities of the Underage Drinking Prevention Workgroup. Since the last meeting, efforts have been made to develop educational materials for parents. They are currently working on making a one page sheet called, "Conversation Starters." It will explain the importance of talking to youth about underage drinking.

A long term goal is to make a booklet about the effects of alcohol on the underage brain. The booklet would be based on an already existing document that was produced in Idaho and New Mexico. Idaho made a great booklet. The workgroup is hoping to mirror what they've done. Ms. Taylor asked for input, suggestions, or resources for printing the booklet.

One Council member asked if the booklet would link to the online toolkit for parents, produced by the GPAC Underage Drinking Prevention Workgroup, and if it is the workgroup's plan to include information about other resources in the booklet. A question was raised about who the target audience would be. Another Council member asked if Idaho has done anything that indicates, in an evidenced-based way, that this information makes a difference to the audience. Ms. Taylor was not sure about any study, but said that the data in the booklet is really good. The data is universal, but the workgroup is hoping to make it more specific to California.

Michelle Famula stated that there are a lot of things in the proposed booklet that are really good factually, but is the document useful in getting through to an audience to make a difference. Betsy Sheldon asked if there is a resource piece, something that will link to additional help.

Joël Phillips reminded the Council that the Underage Drinking Prevention Workgroup created the parent Toolkit, and asked that we consult Ken Winters regarding his presentation on the brain.

Jose Phillips, CCC, commented that the power of young people can be incredible. Youth sometimes feel they can affect change in their homes by "policing" their parents.

Michael Cunningham followed-up on what Dr. Famula stated. He commented that there needs to be some clarity about the outcomes and effectiveness of single strategies, such as information dissemination. He went on to say that information dissemination can be helpful by increasing awareness, and it can influence behavior when used with other strategies.

California Screening, Brief Intervention, and Referral to Treatment (CASBIRT)
Michael Cunningham, Department of Alcohol and Drug Programs

Michael Cunningham shared that the CASBIRT project was initially envisioned as an early warning system. Over the course of this project, data clearly shows screening and brief intervention has been effective in changing behavior. He noted that behavior change was recognized in screening alone, and found to be even more effective in combination with brief intervention. He added that those who scored at a higher level showed behavior change by engaging in brief treatment.

Mr. Cunningham announced that throughout this funding period the project has expanded to health clinics, and over 50,000 patients have been screened. The

project has exceeded its target and will continue to expand. He added that California has been granted an additional one-year, no-cost extension of the current project.

He also reported to the Council that the CASBIRT project will start up a screening and brief intervention process among short-term jail detainees in the Los Angeles County jail. He described some unique barriers in this setting.

Mr. Cunningham talked about another aspect of CASBIRT that was initiated in the past year to sustain and expand efforts. CASBIRT has been engaged with UCLA on a statewide training initiative. To date, there have been five regional trainings completed throughout the state. They began in medical trauma settings because of their on-going accreditation. Trauma centers are now required to use the screening process; by doing the training there, a more receptive audience can be reached. He added that as part of the no-cost extension, these efforts will be expanded.

Mr. Cunningham announced that the CASBIRT subcommittee has also been working on an SBIRT toolkit, which was shared with Council at the last meeting. He also showed a sample video of brief intervention activities.

He introduced Marlena Uhrik to provide a presentation on brief intervention in the secondary school setting.

Ms. Uhrik explained the available secondary school site opportunities for brief intervention activities in California. There are 153 school health centers - mostly in high schools but also in elementary schools - which create an opportunity to provide intervention techniques in these settings. The school health centers are already set up for screenings and assessments, so they could add a new process. Ms. Uhrik announced that they are very excited about the process and potential for bringing these systems together to help students.

High Rate Underage Users Workgroup

Tom Herman, California Department of Education

Tom Herman of the California Department of Education announced that their counseling office has updated and distributed their Statewide Attendance Review Board handbook. All 14 Student Assistance Program (SAP) Bulletins are now on the Department of Education's website. The next bulletin will address brief interventions (with the assistance of the Center for Applied Research Solutions), along with information on prescription drugs. State Superintendent Jack O'Connell issued a letter advocating for more intervention including counseling support and remediation for those students who have not passed a California High School Education Exam.

Mr. Herman added that San Juan Unified School District has collected data on their successful SAP pilot programs for middle schools. The District Supervisor

presented the SAP information at the Office of Safe and Drug Free Schools National Conference in Washington D.C.

He also talked about the California Masonic Foundation that has provided three SAP training sessions in three regional areas. There are four SAP trainings planned for the upcoming year.

7. OTHER ANNOUNCEMENTS

Director Zito requested Dr. Kathy Page return to the Council for a further presentation about Fetal Alcohol Spectrum Disorder. All members were in favor of hearing this presentation.

Judy Sakaki asked if there is still a Prescription Drug Workgroup. She stated that college students are a vulnerable population. Judy went on to say that many don't realize how addictive prescription drugs are, some believe that since medications are prescribed by a doctor, prescription drugs pose less risk.

Michael Cunningham noted that one issue Medi-Cal is facing is drug diversion. He added that there is extensive diversion of OxyContin. He went on to explain that we need to address this matter from a public health and safety perspective.

Denise Bennett will forward the Prescription Drug Task Force Report of Recommendations to Judy Sakaki and Michelle Famula for their review. She will also provide a point of contact on this subject.

There was a brief discussion about electronic cigarettes. These devices contain no tobacco, but deliver nicotine. Paul Brower shared that this product is framed as a way to reduce cigarette smoking. Alan Lieberman stated that he was optimistic that this product will not go far. It was stated that perhaps a presentation on electronic cigarettes may be useful.

Steven Wirtz, Department of Public Health, shared that one thing we can learn from energy drinks, is that producers will seek new ways to design ATOD-related products and bring them to markets. This is a dynamic that prevention continually faces.

8. SUMMARY/CLOSING

Director Zito thanked the members for attending and reminded everyone of the November 19 meeting.

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Organization / Task		GPAC Appointed Members	August 20
1 ADP	Policy	Renée Zito	P
	Tech	Michael Cunningham	P
2 AG	Policy	Richard Lopes	P
	Tech	Alan Lieberman	P
3 CDE	Policy	Gordon Jackson	A
	Tech	Tom Herman	P
4 OTS	Policy	Chris Murphy	A
	Tech	Leslie Witten-Rood	A
5 UC	Policy	Judy Sakaki	P
	Tech	Michelle Famula, M.D.	P
6 CSU	Policy	Allison Jones	A
	Tech	Paul Oliaro	A
		Representative: Betsy Sheldon	P
7 ABC	Policy	Steve Hardy	A
	Tech	Christian Albrecht	P
		Representative: Jaime Taylor	P
8 DPH	Policy	Linda Rudolph, M.D.	P
	Tech	Mary Strode	P
9 CalEma	Policy	Scott Frizzie	A
	Tech	Wendy Tully	A
10 CA Com Coll	Policy	Jeff Spano	A
	Tech	Beth Hoffman	A
11 DSS	Policy	Linne Stout	A
	Tech	Debbie Wender	A
12 CHP	Policy	Jim McLaughlin	A
	Tech	Robert Maynard	A
13 DOR	Policy	Lana Fraser	P
	Tech	Cheryl Grimm	A
14 DMH	Policy	Vacant	A
	Tech	Cielo Avalos (New member as of - 7/15/09)	P
15 CA Natl Guard	Policy	Major Jeffery Moore	P
	Tech	MSG Stephanie Weaver	P
16 CCC	Policy	Virginia Clark	P
	Tech	Jose Phillips (New member as of - 7/31/09)	P
Gov's Rep (OPR)		Cynthia Bryant	A
		Representative: Brook Taylor	A

P = Present A = Absent

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PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS**

GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)

**August 20, 2009 – 9:30 a.m. to 12:30 p.m.
Department of Alcohol and Drug Programs
1700 K Street, First Floor Conference Room
Sacramento, California 95811**

REVISED AGENDA

OPENING

- 1. Introductions/Announcements – Renée Zito/All** **9:30 a.m.**
- 2. Opening Remarks – Renée Zito**
- 3. Agenda/Material Review – Michael Cunningham**

PRESENTATIONS

- 4. College Prevention Education Forum - Dick Wilson, Ph.D.
California Association for Alcohol/Drug Educators**

- BREAK -

- 5. California Prevention Collaborative Summit Outcomes –
Sharon O'Hara, President, California Prevention Collaborative**

COUNCIL PROJECTS

- 6. Prevention Outcomes – Stephen Bright, Ph.D., Research Scientist
Office of Applied Research and Analysis, ADP**

COUNCIL WORKGROUPS

- 7. Underage Drinking Prevention Workgroup – Jaime Taylor
Alcoholic Beverage Control**
- 8. California Screening, Brief Intervention, Referral, and Treatment
(CASBIRT) Program Subcommittee – Michael Cunningham**
- 9. High Rate Underage Users Workgroup**
 - Overview of SBI in Secondary School Setting – Marlena Uhrík**
 - Workgroup Update – Tom Herman**
California Department of Education

OTHER ANNOUNCEMENTS

- 10. Request for Approval of Future Presentation – Renée Zito**

SUMMARY/CLOSING – Renée Zito

12:30 p.m.

**THE NEXT MEETING IS TENTATIVELY SCHEDULED FOR
THURSDAY, NOVEMBER 19, 2009**